

**ABSTRACT**

[0046] A method of advertising and an advertising game are disclosed wherein advertising images and promotional information are incorporated into an interactive game. Players are presented the game via a computer network and are prompted to access advertising material associated with the advertising images to play the game. Also disclosed are a method in a computer system for accommodating advertising content, a computer data signal embodied in a transmission medium to execute an advertising game on a computer network and a template for an interactive game.

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